



Department of  
**Labor & Workforce  
Development**

**Business Services  
Professional Development  
November 7, 2018**

# Business Services

## American Job Center

3 Components:

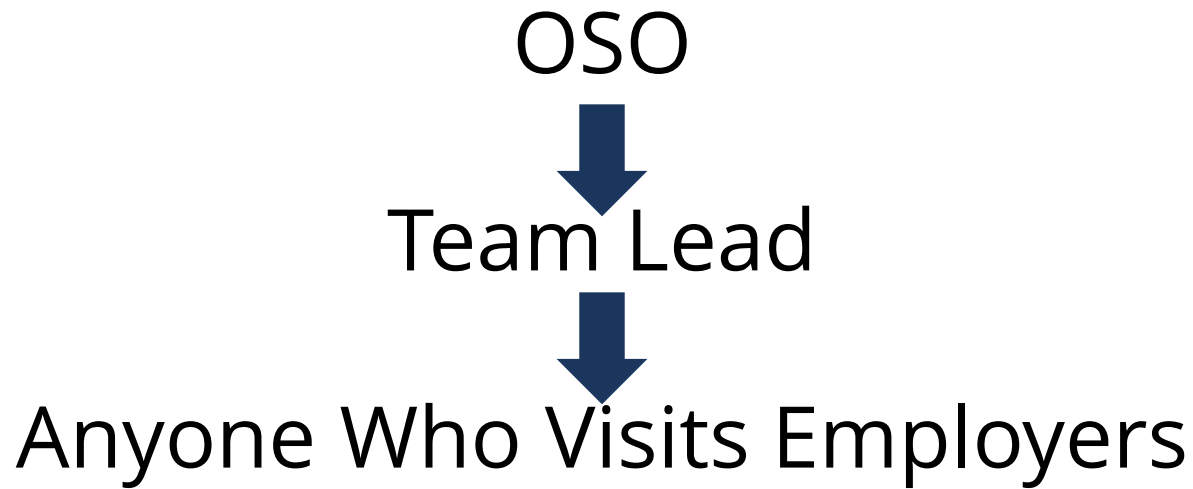
Welcome Team

Career Services Team

Business Services Team

# Business Services

## Business Services Team Structure



Functional Alignment

# Business Services

## Business Services Team Purpose

Engage Employers

Establish Relationships

Provide Analysis

Provide Solutions/Options

# Business Services

## Talking With Businesses

How Do You see Yourself?

Are You:

“From The Government And Here to Help”

Or Are You:

A “Business Professional” Who Can Provide Meaningful Assistance.

# Business Services

## Transformational vs. Transactional Relationship

Transactional – Want something in return from employer

Transformational – Develop a relationship with a business. Gain an understanding of their needs and position yourself to provide assistance when needed.

# Business Services

What to do first?

Why are businesses in business?

You have to establish credibility.

Speak the language of business.

EBITDA?

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**EBITDA** - Earnings Before Interest, Taxes, Depreciation and Amortization.

**EBITDA** is calculated by taking net income and adding interest, taxes, depreciation and amortization expenses back to it.

**EBITDA** is used to analyze a company's operating profitability before non-operating expenses (such as interest and "other" non-core expenses) and non-cash charges (depreciation and amortization).



# Business Services

## Another business example

High turn-over rate...What could be the cause?

1. Low Pay
2. No Benefits
3. Use of Staffing Company
4. Work Culture

# Business Services

## Small Business

For a small business you can talk about saving money by having them allow you to be their staffing company.

1. Review resumes
2. Pre-screen applicants
3. Ensure qualified candidates
4. Assist with lower tax liability
5. Assist with lower workers compensation (Drug Free TN)

# Business Services

## Large Business

For a large business you can discuss saving them 10% on their recruiting costs.

1. Review resumes
2. Pre-screen applicants
3. Ensure qualified candidates
4. Assist with lower tax liability
5. Assist with lower workers compensation (Drug Free TN)

# Business Services

After you sell the services...

Now you have to deliver!

# Business Services



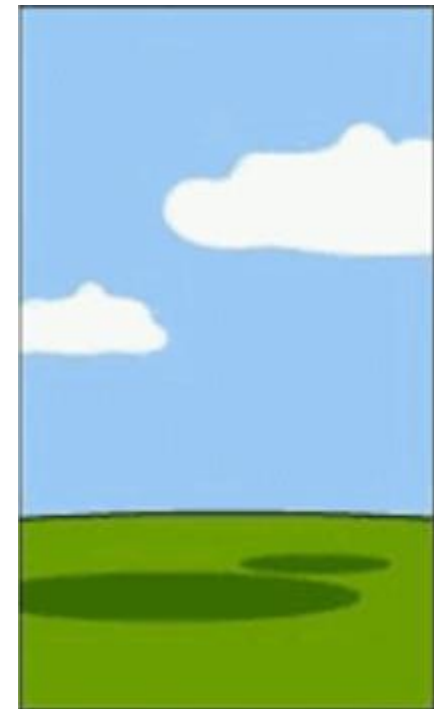
How the customer explained it



How the sales executive described it



What the customer really needed



How the project was documented

# Business Services

## Record All Activities In Jobs4TN

When you conduct a visit or provide assistance to an employer, you must annotate what you did by using the appropriate E-Codes in the system.

**Write thorough case notes.**

# Business Services

## Question?

What Are The Three Business Services Performance Measures As Set By US DOL?

# Business Services

*WIOA Sec. 116(b)(2)(A)(i)(VI)* Requires The Departments To Establish A Primary Indicator Of Performance For Effectiveness In Serving Employers.

1. Retention
2. Repeat Business Customers
3. Employer Penetration Rate



# Business Services

## Performance Measures

The two performance measures TN has chosen are:

Penetration Rate

Repeat Customers

# Business Services

## ETA 9169 Effectiveness in Serving Employers Indicators - Summary Report

- Program Year: 2018

- Date Range: 07/01/2018 - 06/30/2019

Employer Services Type	Establishment Count
Employer Information and Support Services	<u>1,653</u>
Workforce Recruitment Assistance	<u>6,821</u>
Strategic Planning/Economic Development Activities	<u>935</u>
Untapped Labor Pools Activities	<u>132</u>
Training Services	<u>83</u>
Incumbent Worker Training Services	<u>43</u>
Rapid Response/Business Downsizing Assistance	<u>6</u>
Planning Layoff Response	<u>4</u>

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## ETA 9169 Effectiveness in Serving Employers Indicators - Summary Report - Program Year: 2018 - Date Range: 07/01/2018 - 06/30/2019

Performance Results	Numerator	Rate
	Denominator	
Retention with the same employer in the 2nd and 4th Quarters After the Exit Quarter		0.00%
Employer Penetration Rate	<u>7,303</u>	0.00%
	N/A	
Repeat Business Customer Rate	<u>5,239</u>	20.20%
	<u>25,981</u>	

# Business Services

## Employer Penetration

You Must Get Out Of The Office!

# Business Services

## Repeat Business Customers

A unique count of employers who use WIOA core programs more than once.

Follow-up with Businesses to Maintain The Relationship.

Case manage an employer just like you would a client.

# Business Services

“You can judge a professional by the books that they read”

Don Brown, Mentor

# Business Services

## Business Professional

As a business professional, what do you read to stay current with the business community?

Industry Newsletters:

1. SupplyChainDive.com
2. Jobs For The Future at: JFF.org
3. TechRepublic.com

# Business Services

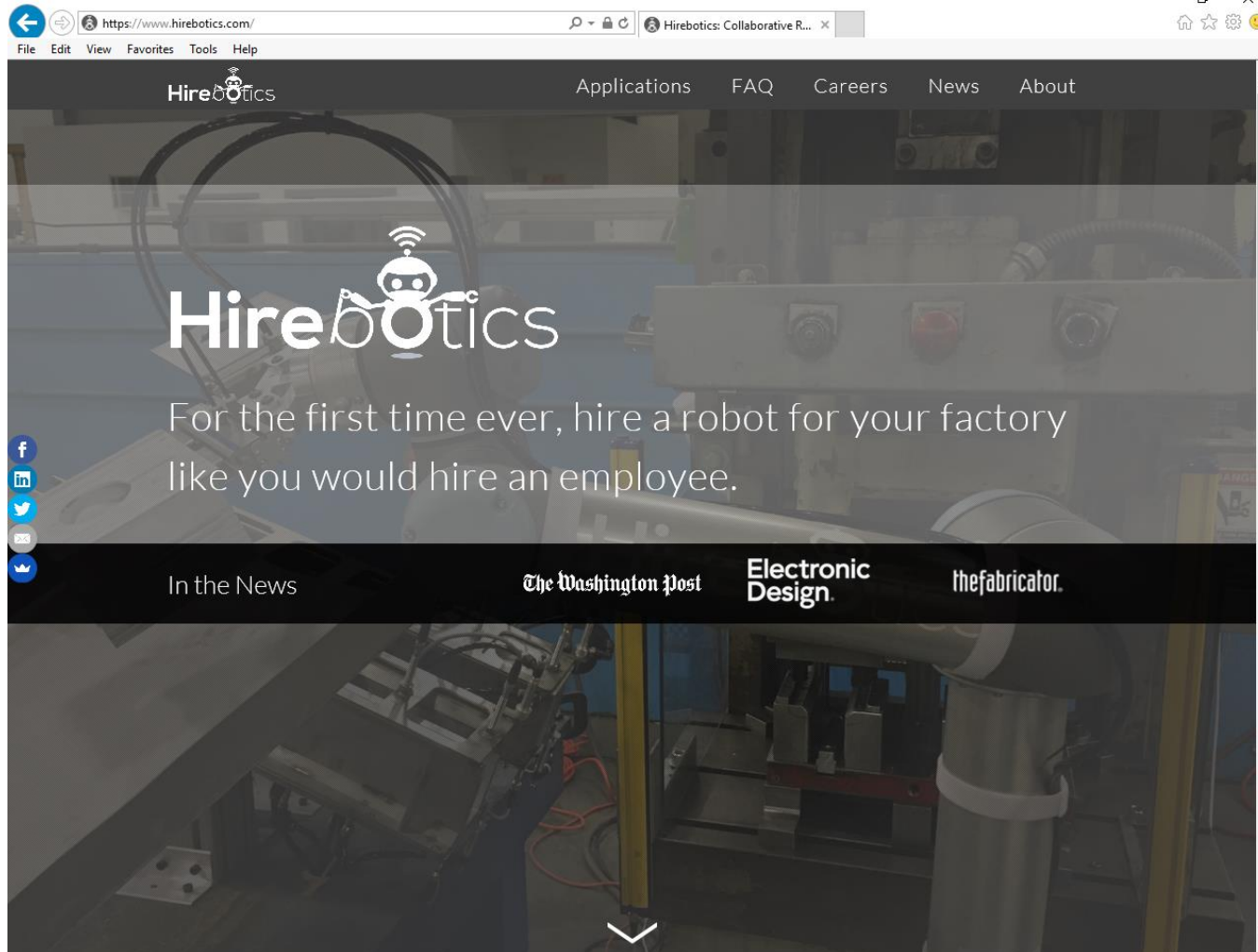
## The Future of Business

Be able to talk about the future of business

1. Automation
2. Technology
3. The Internet of Things (IoT)



# Business Services



# Business Services



# Business Services



# Business Services

Summary –

Transformational vs. Transactional

# Business Services

Be knowledgeable of the business services that the AJC can provide.

IWT – Incumbent Worker Training

OJT – On the Job Training

Apprenticeship

TAA – Trade Adjustment Assistance

WARN – Worker Adjustment and Retraining Act

Rapid Response

WOTC – Work Opportunity Tax Credit

Federal Bonding

# Business Services

Questions?